



StarCrossed—Year 10
Saturday, September 17, 2011
PGP Motorsports Park
Kent, WA



SPONSORSHIP PROPOSAL

Executive Summary

Welcome to 10th Anniversary of StarCrossed Cyclocross, the original night-time cyclocross race. Since the very first StarCrossed in 2002, our event has transitioned from a regional “must do” race to a true international sporting event, recognized by cycling’s most prestigious governing body, the Union Cyclist International (U.C.I.) The 2010 edition of StarCrossed featured the most diverse international field of racers to date, with elite athletes from Belgium, Canada, Czech Republic, France, Japan, Switzerland, and New Zealand.

The Vibe

StarCrossed is purposefully designed and promoted with spectator and sponsors in mind.

The event takes place in the evening under the lights with professional announcers, a beer garden in the middle of the race course, and a vinyl-spinning DJ. The race course is designed in the Belgian cyclocross tradition, where spectators can see the majority of the 2 mile course from one vantage point.

Sponsor gifts are given away to an eager crowd throughout the evening. Race winners are celebrated atop a three-tier podium and presented with flowers and champagne by professional podium men and women. StarCrossed offers both spectators and racers a genuine taste of international European racing and atmosphere.

StarCrossed draws an audience of all ages including cyclists, non-cyclists, sports fans, and park visitors. The intimacy of the venue and race course, and the diverse expo area with a variety of vendors make StarCrossed extremely family-friendly.

What is Cyclocross?

Cyclocross is a winter season cycling discipline that originated in Europe more than 75 years ago. It has been referred to as “the Formula 1 of mountain biking,” involving a road-style bike with knobby tires. The typical race course consists of a two mile loop of varied terrain including dirt, pavement, steep hills, and off-camber turns. Natural and artificial barriers are often used to force the riders to dismount and remount their bicycles at speed—or in some cases—the very skilled riders will actually jump the 40cm tall barriers while still on their bikes. The races are timed events which last between 30 and 60 minutes each, depending on the riders’ age and/or ability level.



STARCROSSED

Demographics

StarCrossed has been featured in local and national publications such as the *Seattle Times*, *Journal American*, *Velonews*, *Bicycling*, and *Road Magazine*. In 2010, StarCrossed saw participants from **seven** foreign countries and **fourteen** states. Additionally, here are some unique data from the 2010 edition of StarCrossed:

Spectators: **2500 (est.)**
Racers: **711**
Exhibitors/Media/Vendors: **100+**
StarCrossed Staff and volunteers: **50+**
Number of 16 oz. servings of Beer in 2010: **2232**
Hired law enforcement in beer garden: **2**
Female Racers: **20.2%**
Male Racers: **79.8%**
Average Age: **36.3**
Foreign nations represented in 2010: **7**
States represented in 2010: **14**

The best way to understand cyclocross is to watch...

Please go to these links and enjoy the spectacle from a number of our events and others around the world:

<http://www.youtube.com/watch?v=JkzC1JFrkw&feature>
<http://www.youtube.com/watch?v=5J8jU4ZzQBw>
<http://www.youtube.com/watch?v=hITYJ9oEgCs>
<http://vimeo.com/1794094?pg=embed&sec=1794094>
<http://vimeo.com/1979048>
<http://www.youtube.com/watch?v=NqA6wDGF7Cc>
<http://cowbell.cxmagazine.com/video/1198434:Video:13876>
<http://www.youtube.com/watch?v=oPZNjBhDuAw>

Sponsorship Opportunities

Last year's sponsors included the presenting sponsor, Stanley—a brand of PMI, Shimano, Raleigh Bicycles, Nuun Hydration, TRP and Deschutes Brewery, among many others.

This year, we continue to offer ways to add value and maximum visibility for you-the-sponsor. **At a high-level, here are specific ways that we can add value to your marketing investment, depending your desired commitment level:**

- Prominent visual depiction of your corporate logo around the race course, on course features like the podium backdrop, which is guaranteed to be captured by international media outlets after the event
- Continuous airtime for over seven hours, announcing your customized corporate sound-byte
- Vending expo presence at the event, with opportunity to promote your brand to a crowd of over 2500 cyclists and non-cyclists
- Naming rights to specific categories of racing such as the Elite Men, Elite Women, and Singlespeed races
- Sponsor profile highlight tailored to your company on the Star-Crossed website

Title Sponsorship:

\$7,000 and \$1000 in merchandise

Benefits:

- Exclusive naming rights: "StarCrossed presented by X"
- Exclusive and most visible footprint in expo area, customized to sponsors specs and size requirements
- Exclusive category event sponsorship, free of conflicting sponsors (as jointly deemed by StarCrossed and Title Sponsor)
- Exclusive press release sent to international media outlets announcing partnership for event
- Highest frequency of corporate profile announcements read during event, awards ceremony, and raffle prize give-away
- Corporate logo placement on ALL podium prize checks
- Corporate logo placement on finish banner (provided by Star-Crossed)
- Corporate logo lining the race course (fencing to be provided by sponsor)
- Primary listing in press releases, advertising, and flyers
- Prominent logo on the event web site, advertising & flyers

Presenting Sponsorship:

\$4,000 and \$1000 in merchandise

Benefits:

- Shared naming with other select sponsors
- Listings in press releases, advertising, and flyers
- Corporate logo placement on Elite Men and Women's podium prize checks
- Corporate logo placement on finish banner (provided by Star-Crossed)
- Corporate banner and logo displayed at the event (provided by sponsor)
- Frequent mention during awards ceremony and raffle prize give-away
- Frequent corporate profile announcements by announcer during event
- Corporate logo placement on the event web site, print advertising, and poster
- Complimentary 20x20 footprint in vending area



Beer Garden Sponsor :

3100 servings of beer, all insurance, liquor licenses, and staffing

Benefits:

- Dedicated placement for beer distribution adjacent to race course
- Exclusive naming rights to StarCrossed's beer garden
- Exclusive press release sent to international media outlets announcing partnership with StarCrossed
- Banners and signage displayed at the event (provided by sponsor)
- Frequent corporate profile announcements during event
- Mention during awards ceremony and raffle prize give-away
- Logo on the event web site, advertising & flyers

U.C.I. Elite Race Sponsorships:

\$3000 and \$1000 in merchandise

Benefits:

- Elite Men's and/or Elite Women's races listed as "Sponsor Name" Elite Men or Women in press releases, advertising, and flyers
- Corporate logo placement on Elite Men and Women's podium prize checks
- Banners and signage displayed at the event (provided by sponsor)
- Corporate logo placement on finish banner (provided by StarCrossed)
- Mention during awards ceremony and raffle prize give-away
- Frequent mention by announcer during event
- Logo on the event web site, advertising & flyers
- Complimentary 20x10 footprint in Expo Area

Course Feature Sponsorship:

\$1000 and \$500 in merchandise

Course Feature Sponsors can take advantage of exclusive naming rights to key elements of the race course. Four options include the bicycle pit area, the barrier section, the chicane turn section or the run up. We can also work with prospective sponsors to create new custom features to meet their promotional needs.

Benefits:

- Dedicated course feature named after sponsor and exclusively referred to during event and in promotional items.
- Logo placement on race course; highly visible to international media outlets
- Guaranteed course feature name read over **50 times** by announcer throughout event
- Listing in press releases, advertising, and flyers
- Banners and signage displayed at the event (provided by sponsor)
- Mention during awards ceremony and raffle prize give-away
- Logo on the event web site, advertising & flyers
- Complimentary 20x10 footprint in Expo Area



Amplification Sponsorships:

\$1500 and \$500 in merchandise

Benefits:

- Exclusive naming rights to, "StarCrossed: amplified by..." sponsors name
- Guaranteed name read over **50 times** by announcer throughout event
- Listing in press releases, advertising, and flyers
- Banners and signage displayed at the event (provided by sponsor)
- Mention during awards ceremony and raffle prize give-away
- Logo on the event web site, advertising & flyers
- Complimentary 20x10 footprint in Expo Area

Master's Cat 1 and 2 Sponsorships:

\$500 and \$1000 in merchandise

Benefits:

- Master Men Cat 1 and 2 race listed as "Sponsor Name" Master's Cat 1 and 2 race in press releases, advertising, and flyers
- Corporate logo placement on Master's Cat 1 and 2 podium prize check
- Banners and signage displayed at the event (provided by sponsor)
- Mention during awards ceremony and raffle prize give-away
- Frequent mention by announcer during event
- Logo on the event web site, advertising & flyers
- Complimentary 20x10 footprint in Expo Area

Singlespeed Sponsorship:

\$500 and \$1000 in merchandise

Benefits:

- Singlespeed race listed as "Sponsor Name" Singlespeed race in press releases, advertising, and flyers
- Corporate logo placement on Singlespeed podium prize check
- Banners and signage displayed at the event (provided by sponsor)
- Mention during awards ceremony and raffle prize give-away
- Frequent mention by announcer during event
- Logo on the event web site, advertising & flyers
- Complimentary 20x10 footprint in Expo Area

Door Prize Sponsorships:

\$1000 in retail merchandise

These prizes are given to spectators and non-elite level racers as door prizes. Last year's prizes included a Raleigh singlespeed frame and many others.

Benefits:

- Listing in press releases, advertising, and flyers
- Banners and signage displayed at the event (provided by sponsor)
- Mention during awards ceremony and raffle prize give-away
- Frequent mention by announcer during event
- Logo on the event web site, advertising & flyers
- Complimentary 10x10 footprint in Expo Area



Podium Prize Sponsorships:
\$100 and \$500 in retail merchandise

Benefits:

- Banners and signage displayed at the event (provided by sponsor)
- Mention during awards ceremony and raffle prize give-away
- Frequent mention by announcer during event
- Logo on the event web site, advertising & flyers
- Complimentary 10x10 footprint in Expo Area

Vending Expo Area:

10x10 footprint: **\$100**

Vehicle and 10x10: **\$150**

10x20 footprint: **\$150**

Vehicle and 10x20: **\$200**

Benefits:

- Reserved footprint in Expo Area (Placement allotted by StarCrossed Staff, not by race day arrival time)
- Access to thousands of qualified athletes, friends and family, and cycling enthusiasts
- Vendor named in expo press

